



FOR IMMEDIATE RELEASE

September 29, 2008

CONTACT:

Max Johnson
max@cablepositive.org
212.459.1605

Cable Positive, MTV & BET Networks to Hold Employee Volunteer Day at Local New York City AIDS Service Organization Iris House

NEW YORK, NY – The New York Chapter of Cable Positive, the cable and telecommunications AIDS action organization, will join forces with MTV and BET Networks on Saturday, October 4, 2008 for a special volunteer day at a local Manhattan AIDS service organization Iris House, where cable industry employees will paint – with brushes donated by SCRIPPS Network – an active space that clients currently use to eat lunch, conduct support groups, and hold exercise classes.

This latest act of corporate social responsibility from the cable industry will make another tangible impact in the lives of those affected and infected by HIV/AIDS in a local community. The volunteer day builds upon the efforts coming from the industry in New Orleans at the 2008 Cable Show, there, over 100 cable activists helped two local AIDS service organizations refurbish multiple homes housing individuals affected by HIV/AIDS.

“This is a great partnership, we love that we’re able to get out and do good for local New York City organizations. Working with both Cable Positive and Time Warner Cable has been great,” said Armando Polanco, Account Director, Content Distribution & Marketing, MTV & BET Networks.

“We rely heavily on the support of volunteers to help us complete projects for our organization, we especially do now in this time of economic crisis,” said Ingrid Floyd, Executive Director, Iris House. “The help we will receive to enhance our agency is much appreciated, Cable Positive, and the New York chapter have been very supportive of us these past two years.”

ABOUT CABLE POSITIVE

Founded in 1992, Cable Positive is a non-profit organization dedicated to unifying the talents, resources, access and influence of the communications industry to raise AIDS awareness; to fund AIDS education and care; and to promote a more compassionate climate for people whose lives have been affected by HIV and AIDS.

ABOUT IRIS HOUSE

Established in 1992 by the Women and AIDS Working Group, Iris House is a social/health center serving HIV-positive women, men and their families in New York City. The mission of Iris House is to provide services to those infected with and affected by HIV/AIDS in a supportive and respectful environment. To fulfill this mission, Iris House offers practical, family-centered services that promote prevention and education while addressing the day-to-day realities of living with HIV/AIDS.

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